Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

1 - 14. (Cancelled)

15. (Currently Amended) A process for the preparation of adhesives exhibiting improved adhesion, said process comprising:

a) emulsion polymerizing, in the presence of water and polyvinyl alcohol, one or more monomers selected from the group consisting of vinyl esters of optionally branched C_{1-12} carboxylic acids, (meth)acrylic esters of C_{1-12} optionally branched alcohols, vinyl aromatic compounds, vinyl halides, dienes, and α-olefins to form an aqueous polymer dispersion containing from 20 to 75 weight percent polymer solids based on the weight of the dispersion;

b) following said step of emulsion polymerizing, adding to said aqueous polymer dispersion from 0.3% to [[1.5]] 0.6% by weight based on the weight of the aqueous polymer dispersion of one or more emulsifiers selected from the group consisting of anionic emulsifiers, cationic emulsifiers, and non-ionic emulsifiers selected from the group consisting of alkyl polyglycol ethers, alkylaryl polyglycol ethers, polyoxyethylene-polyoxypropylene block copolymer glycols having less than 40 alkylene oxide-derived units, and mixtures thereof, to form an aqueous adhesive polymer dispersion;

c) optionally drying said aqueous adhesive polymer dispersion to form a water-redispersible adhesive powder.

16. (Previously Presented) The process of claim 15, wherein said one or more monomers comprise vinyl acetate; vinyl acetate and ethylene with from 40 to 99% by weight of vinyl acetate and an ethylene content of from 1 to 60% by weight; ethylene and vinyl